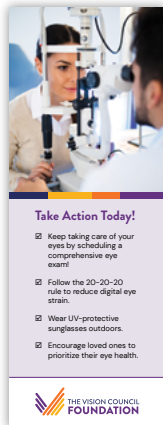


SEE WHAT MATTERS PROMOTIONAL TOOLKIT



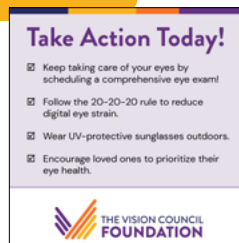
The Vision Council Foundation is committed to helping people everywhere prioritize their eye health. Help spread the word with these resources that promote the importance of vision health.

- Access an informational brochure to learn how to take action for your eye health and explore careers in the optical industry.
- Create bookmarks to encourage healthy habits like reading.

Materials can be printed at a discount via [The Vision Council's Vistaprint Pro Shop](#).

SOCIAL MEDIA POSTS

Use the sample social media posts to join the conversation on social media using the hashtag **#SeeWhatMatters**



- Did you know that 92% of U.S. adults regularly use some form of eyewear? Using sunglasses, prescription lenses, or readers is a great way to protect your eye health in any environment. **#SeeWhatMatters**
- Don't ignore any changes you notice in your vision. Schedule your yearly eye exam and mention issues such as blurriness, headaches, or problems driving at night to your eye doctor. Early detection can allow ample time for treatments. **#SeeWhatMatters**
- Good eye health starts with self-care. Staying hydrated, getting enough sleep, and eating a diet rich in vitamins A, C, and E are easy ways to help keep your eyes in tip-top shape. **#SeeWhatMatters**
- More than 8 in 10 American adults require some form of vision correction. Talk to your eye doctor to explore what options are available to you. **#SeeWhatMatters**
- Your eyes are your window to the world, make sure you keep them in shape with a yearly visit to the eye doctor. **#SeeWhatMatters**
- Doomscrolling isn't just bad for your mental health, but your eyes, too! Too much screen time can lead to digital eye strain, with symptoms including dryness, blurred vision, eye discomfort, and headaches. You can alleviate this by taking frequent breaks outside, using blue light filtering glasses and reducing any glare in your workstation. **#SeeWhatMatters**